



## THE CUSTOMER

Allego's mission is to help sales and other professionals succeed by more effectively assessing, mastering, and utilizing knowledge. Allego's sales learning and coaching platform raises sales team proficiency by combining training, practice, coaching and knowledge sharing into one app, streamlined for the rapid pace of sales.

**Industry:** Sales

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**ALEX MACKENZIE**

*Director of Sales at Allego*



# Growth Story

## THE CHALLENGE

Before partnering with ZoomInfo, Allego worked with a data vendor who was committed to sourcing contact information for the titles within their addressable market. "While they had data for the industries we were going after, they were missing direct dials for the actual titles we were looking to target," explained Alex Mackenzie, Director of Sales at Allego.

Moreover, without access to accurate direct dials, Allego's sales team was struggling to develop deeper connections with their prospects. The absence of data accuracy resulted in an extended sales cycle for their team. "It was frustrating because we sell to sales personas, so we know there's a good chance they'll answer the phone. But, without accurate direct dials for those specific titles, we weren't able to make those connects," said Mackenzie.

“Since partnering with ZoomInfo, our sales reps have been breaking activity records every week. Last week, the team made a record-breaking 1,000 dials. Previously, we were only doing 450 per week.”

**ALEX MACKENZIE**

Director of Sales at Allego

**THE SOLUTION**

Allego found ZoomInfo’s contact and account data to be superior to other existing vendors. After providing ZoomInfo with a list of prospects to evaluate match rates, the results exceeded their expectations. “ZoomInfo had the direct contact information for the titles we were targeting within our total addressable market. That was huge for us because it was something our existing vendor was lacking,” said Mackenzie.

ZoomInfo’s data provided Allego’s salespeople with the direct dials to target specific titles and fill in their missing details. The added information led the sales team to engage in richer, more meaningful conversations during their calls. “With access to ZoomInfo, our sales reps can be much more effective and successful in their outreach. Not only do they have the right direct dials for the right titles but ZoomInfo offers them contextual information to help tailor their messaging and have more meaningful conversations,” commented Mackenzie.

**THE RESULTS**

Allego is continuing to break sales records with immediate access to direct dials, and much

of their prospecting success is driven by ZoomInfo’s accurate direct dial information. “Since partnering with ZoomInfo, our sales reps have consistently increased their connect rates. Last week, the team made a record-breaking 1,000 dials. Previously, we were only doing 450 per week,” Mackenzie stated.

Additionally, Allego’s partnership with ZoomInfo allowed their sales team to gain back 50 hours per week devoted to productivity. ZoomInfo’s enhancement of errorless, intelligent data resulted in less time lost from missing information. “We’ve been able to reduce our cost of sales productivity lost as our reps have the resources they need to connect and engage with the right people,” explained Mackenzie.

In conjunction with increased productivity, Allego is a proud user of ZoomInfo’s ReachOut for Chrome. ReachOut has been a key asset in enhancing their sales and prospecting process. “We love the 2.0 platform release for ZoomInfo. And, we also heavily use ReachOut – which has been crucial to our success and saves us a lot of time.”